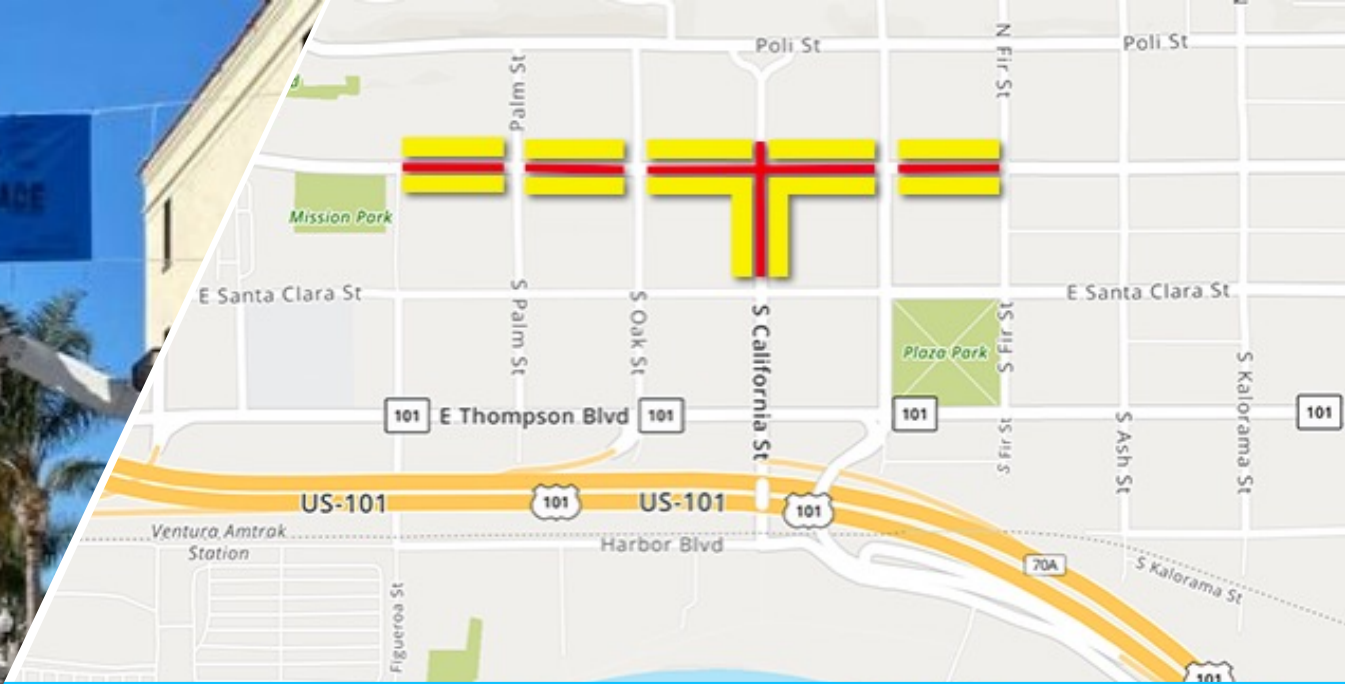


Main Street Moves Survey Results

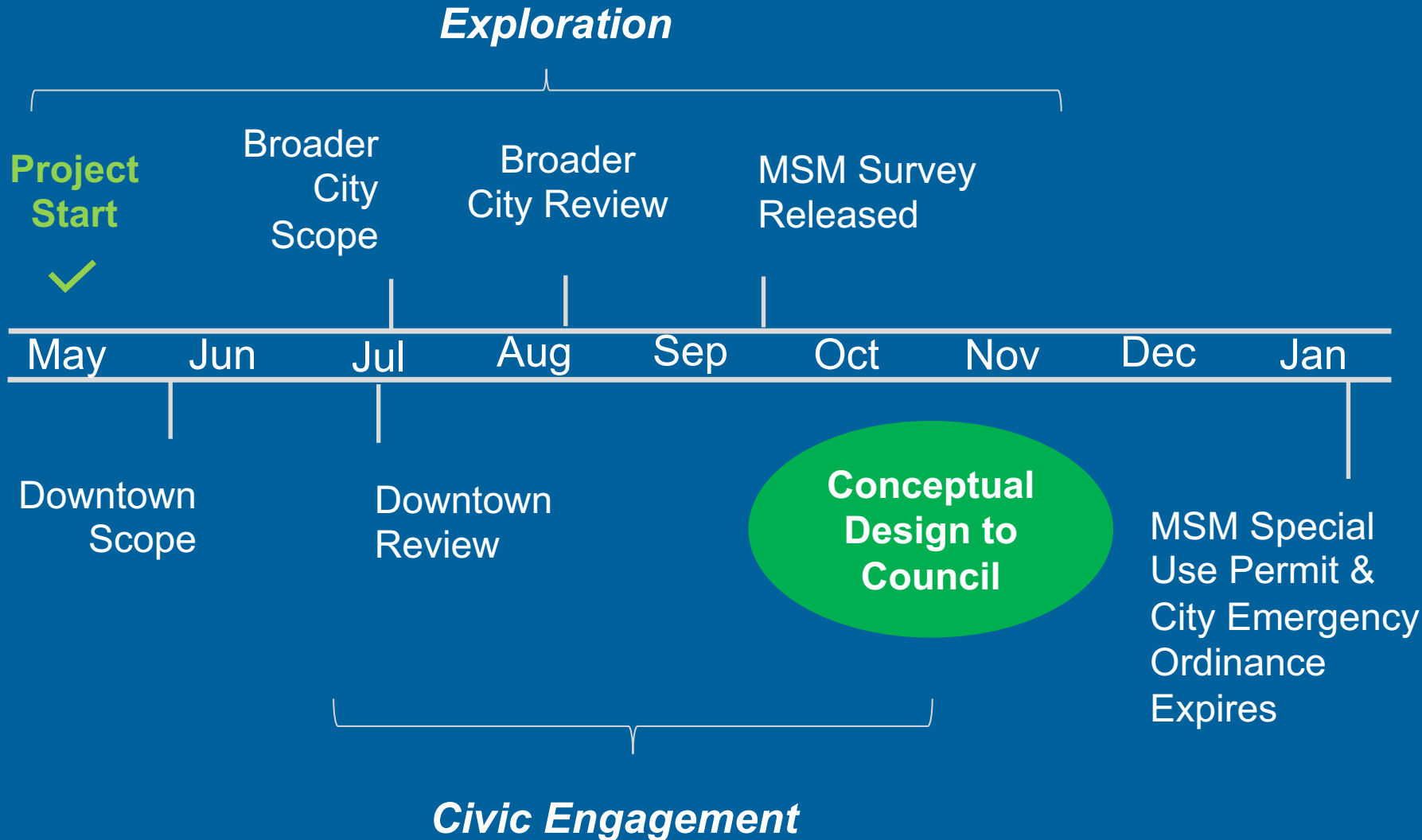
**City Council Workshop
October 18, 2021
Agenda Item 14A**



History of Main Street Moves



Main Street Moves: Timeline of Events



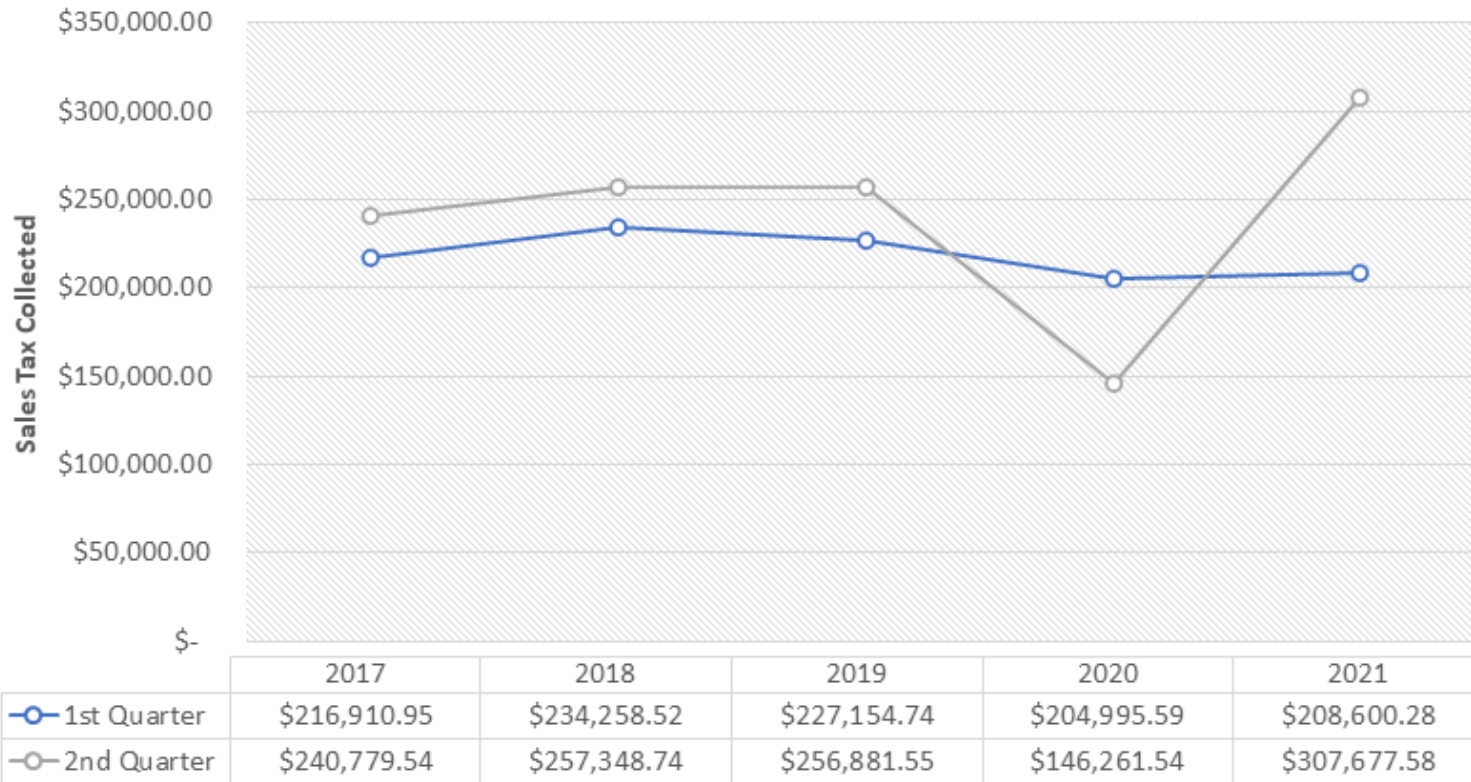
11/8/21

**Council to Direct Staff:
Identify Approach to
Fully Analyze**

*Advanced studies may be required to determine impact of desired approach

Main Street Moves Impacts

Downtown Sales Tax Figures



- Restaurants report **sales increase by 30%**
- Increased foot traffic: **50,000 individuals reported** per month in early summer
- **Lowest vacancy rate** in decades
- 6 new food/beverage establishments
- Overwhelming support from Downtown District



OUTREACH & ENGAGEMENT

DVP & City Partnership



Complete the Survey
**THE FUTURE OF
MAIN STREET**



FACE COVERINGS REQUIRED
Se requieren cubiertas faciales*



MAINTAIN 6 FEET APART
Mantenga 6 pies de distancia



www.VCReopens.com

Survey Responses/Demographics: *As of October 15, 2021*

Age of Responders

20-35 – 37%

35-50 – 28%

50-65 – 22%

Identify in Ventura

Resident – 75%

Works in the City – 16%

Visitor – 27%

Do you use the bus?

No – 95%

Frequent Downtown

More – 65%

Same – 21%

Less – 14%

Where do you park?

Free lots – 54%

Parking Structure – 30%

Metered – 16%



MSM Survey released as of 9/28. Survey closes on 10/19/21

Survey Responses: *As of October 15, 2021*

How much do you
like MSM?

(scaled 1-5)

85 – overwhelmingly
positive

Do you want MS to
stay closed to
traffic?

Yes – 88%

No – 12%

City Blocks should
remain closed?

82 % – Keep Fir to
the Mission

Do you want to see
the farmers market
on Main?

Yes – 68%

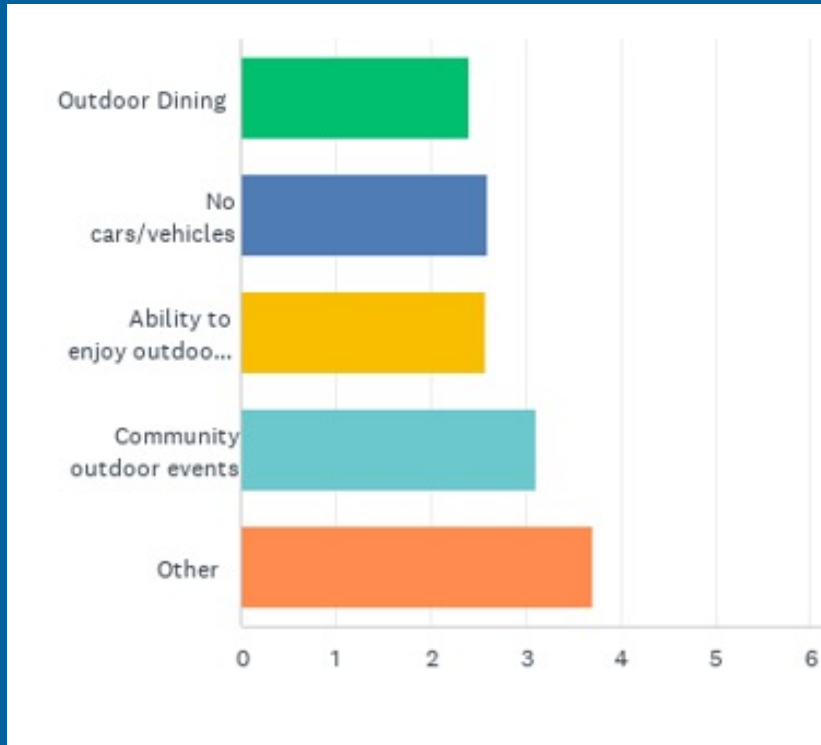
Neutral – 24%

No – 8%

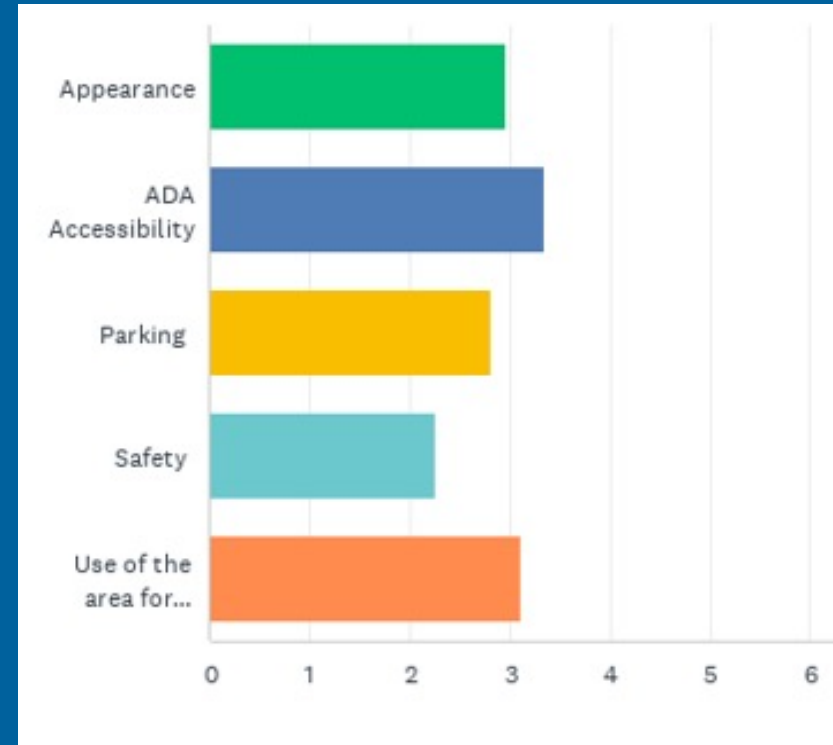


Survey Responses

What do you like the most



How important are the issues



Survey: Open-Ended Questions

Desired
Enhancements
Other Comments



Open Ended Responses

“Improve the crossing section while going down Main Street when you are at a street that allows cars to cross. Maybe a light that everyone walks at once (not necessarily a crosswalk since you have the whole street available.)”

“It would be a good idea to think about putting in some public bathrooms so people aren’t using restaurants that may not be patrons. More shaded seated areas for people to take breaks and enjoy if there’s live music or just resting after walking a while or shopping. More artwork on the streets or other areas of the street is permanently shut down... I think it would be good to have crosswalks in the middle of the streets to because there’s a lot of zigzagging when you walk. Better bike lock areas.”

“More bathrooms. Spending more time walking around and kids need to use bathroom more often.”

“It’s so pleasant & peaceful to be able to stroll the main street! It’s very European like to dine & sit outdoors in the open air & our home Ventura is so lovely w/perfect weather & kept very clean.. I think it would be nice to have move live music events like concerts down there, parades...”

“I love it the way it is! We love our beach town!”



Survey Summary

Overwhelmingly positive!

- ❖ Public wants to maintain MSM presence and is eager to be part of the planning process
- ❖ 24/7 closure with flexibility: No vehicle traffic
- ❖ Same footprint: Closed from Fir to Mission supported
- ❖ Activate space and include cohesive design



Topics for a Future City Council Meeting

During the November 8 Council Meeting, City staff will bring back recommendations that:

- ❖ Incorporate the desires of City Council, downtown businesses, and residents
- ❖ Balance costs, designs, usability, and long-term vitality of Downtown
- ❖ Provide details on infrastructure, design, traffic, and parklet details



Next Steps



City Staff will formulate options from feedback with pros and cons

- ❖ All departments will analyze options and carefully craft scope of work
- ❖ Council will determine which option and items to fully analyze
- ❖ Initiate advance studies as required
- ❖ Contract for design guidelines





Discussion Topics for Tonight's Workshop

What aspects of the program do you enjoy?

What items in the current Main Street Moves program should be kept in the formal recommendation?

What factors below would you rank as the top priorities to consider in the recommendation?

1. Traffic flow
2. Parking
3. Design
4. Cost of the improvement
5. Time needed to implement
6. Long term vitality and economic impact
7. Safety measures